Slide 1

The Communication Revolution
Engaging the Public in Your Story

Strategies 360

Annie Connole
Creative Strategies Account Manager

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Director of Public Affairs

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Slide 2

Traditional vs. New Media

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Slide 3

Social Media Features
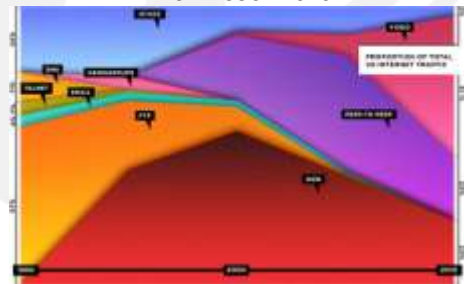
User-Generated Content

- Links
- Authoring
- Tags
- Signals

"We are advertis'd by our loving friends."
– William Shakespeare

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Slide 4

Proportion of Total Internet Traffic from 1990 - 2010

Source: http://www.wired.com/magazine/2010/08/ff_webrip/

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Slide 5

OPPORTUNITIES IN HIGH TO MODERATE SOCIAL MEDIA ENGAGEMENT

- **Share** and build on new ideas **quickly**
- **Connect** with new constituents and develop audiences at a **lower cost**
- Increase **transparency** in your **public image** and **humanize** your media presence
- Compete with larger businesses, organizations, government, and corporations for **leadership in dialogs and spheres of influence**
- **Organize** grassroots movements and offline events quickly and with **greater visibility**
- **Listen** to the voices of your constituents and the public

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Slide 6

Create a unique Ecosystem of people and ideas with Storytelling as your tool.

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Why Storytelling (not fact and figures)?

Storytelling evokes an emotional connection where you and your audience realize shared values.

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Emotional connections happen when people

see

their own story
(hurdles, challenges, pain, love, values, memory)

in your Story.

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Emotional connections serve as a catalyst to get people to be part of your story, and eventually part your ecosystem.

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The Creative Process

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Message Development

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We have a long tradition of storytelling in Montana

Your organization has a compelling message.

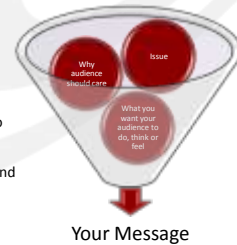Share that message through your story.

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What is a **message**?

- A brief, **value-based** statement aimed at a **targeted audience** that captures a **positive** concept

- A message is **NOT**
  - A lecture
  - Statistics
  - An attack

- A **good** message **stands out**

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The Message

- Connect to your audience through shared values

- Do not lead with research and statistics

- Use context and experience to your advantage

- Draw comparisons to define and educate
  - We learn relative to what we understand
  - Your audience will draw comparisons
 - Connect the dots through your message

Why audience should care

Issue

What you want your audience to do, think or feel

Your Message

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Our example...

Jefferson Local Development Corporation (JLDC)

Boulder, Montana
Jefferson County Seat

Mission: to improve Jefferson County's employment opportunities, incomes, and well being by identifying local economic needs and supporting, strengthening, and coordinating economic and community development activities throughout the county.

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Jobs and Economic Stability

Community and family

Support JLDC
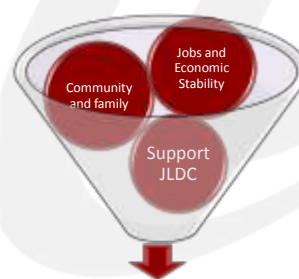
JLDC Message Development

By reaching out to our neighbors, we have broadened our opportunities here in Jefferson County. Join us as we grow our communities from the ground up, enriching our county now and for our children and grandchildren.

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Message discipline in a chaotic media environment

Message discipline is essential to...

- Achieve objectives
- Develop trust
- Establish transparency
- Gain recognition
- Maintain positive image

...Hit your target

READY FIRE AIM

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Message + Brand

Your **message is at the core** of your brand-building.

Brands are not born out of thin air, they are **built.**

A brand is a promise.

Values-based messaging, action, design, and public perception all **build brand**.

A brand is **not a logo**.
A logo comes to **symbolize the promise** of the brand.

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The Life of a Brand

Brand becomes public **memory**.

Strong brands are recognizable and memorable;
they represent values and come to
possess almost human characteristics.

A strong brand is a **valuable asset** in fundraising,
recruiting, and other forms of organizational
development.

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Brand + Social Media

Social media poses a great opportunity to **build** brand.

Social media offers a multitude of **opportunities** – linking,
commenting, network alignment, images, stories, sound
– to **build the soft tissue** of a brand.

Once established, a brand is difficult to change.
However, **social media** has allowed brands to be more **agile**.

You may have already be creating your own brand online.
How do your personal links, images, associations, and ideas all
add up to a brand?

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Content Development

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Digital Storytelling

digital story
- A short, first-person video-narrative created by combining recorded
voice, still and moving images, and music or other sounds.

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What's so great about digital storytelling?

- Ability to Share (links!)
- Opportunity for immediate dialog (commenting)
- The Form is open and can be shaped to fit your unique to
  your story, audience, and goals

With Digital Storytelling, your constituents can
share your story to their social networks,
creating relevance and value.

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Where do I start?

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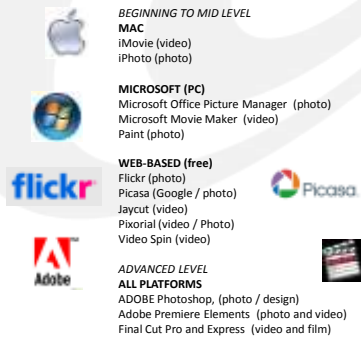## Video and Photo Editing: Tools of the Trade

BEGINNING TO MID LEVEL
MAC
iMovie (video)
iPhoto (photo)

MICROSOFT (PC)
Microsoft Office Picture Manager (photo)
Microsoft Movie Maker (video)
Paint (photo)

WEB-BASED (free)
Flickr (photo)
Picasa (Google / photo)
Jaycut (video)
Pixorial (video / Photo)
Video Spin (video)

ADVANCED LEVEL
ALL PLATFORMS
ADOBE Photoshop, (photo / design)
Adobe Premiere Elements (photo and video)
Final Cut Pro and Express (video and film)

The Objective

* Messaging objective...
  – Raise money
  – Activate volunteers?
  – Move public policy?
  – Garner taxpayer/voter support for program?

* JLCD messaging objective
  – Garner taxpayer support and community buy-in for economic development projects in Jefferson County

The Problem
Why do you exist? What problems do you solve?

* Problem: Concern for the local economy due to mine closures

* Solution: Stabilize and diversify an economy traditionally dependent on extractive industries that are by-nature temporary

People and Place
Who are the key people and places that are driving the ACTION of this story?
They might be...

People
* Constituents
* Volunteers
* Organization Leaders
* Board member
* Community folk

Places
• Where your work happens

• Towns or landscapes where your constituents live / work

• Places relevant to historical memory

• Places that contain metaphorical imagery evoking the conflicts of your story

Engage your Audience

* Know your audience
  – **Meet them where they are**
  – Connect via your shared values, such as...
    * Community
    * Compassion
    * Education
    * Independence
    * Self determination
    * Liberty
  – Make your message stick... let it guide your audience all the way to your call to action

Storyboard your Digital Content

Tools:
Blank paper, Pencil, Ideas, Message

Steps:
1. Decide what digital storytelling form is best for this message / audience
2. What key images and people tell this story?
3. Draw your images on paper, see what images come to mind first – you probably feel an *emotional connection* to those images
4. Think about what audio you want to pair with your images – voice, silence, music, environmental sounds, etc.
5. Draw boxes that illustrate the timeline of images, sounds and narrative.
6. Use this storyboard as a guide for shooting and editing.

Image shared: http://www.flickr.com/photos/eelkedekker/4135578987/

What a storyboard can look like

Image shared: http://www.flickr.com/photos/jonnygoldstein/3573751672/

Gathering Digital Material

After you have defined your message and outlined your storyboard...
Begin to gather your digital moving images, still images, and sounds.

Tools:
Flip Video (or other digital camcorder)
Digital Camera
Tripod
External mic

Collect photos, sounds and video footage of:
- Events hosted by your organization
- Interviews with key people participants, leaders, and community members
- Your organization at work in the field

Photo shared: http://www.flickr.com/photos/whiteafrican/3100136010/

From Flip to Screen

1. Plug the Flip into your computer.
2. Import raw footage and watch it.
3. Choose to an editing application (flip, iMovie, Microsoft Movie Maker)
4. Import useful footage into editing application
5. Watch footage and make notes on placement of key story lines / talking points
6. Edit out the main story / talking points
7. Put this edited footage (clips) into a new project file
8. Order the clips to best serve the story structure or storyboard
9. Edit the clips to create a sense of rhythm
10. Add transitions between clips
11. Add titles, pictures, and audio if needed
12. Export your video to YouTube, Vimeo, or your hard drive

Digital Story Editing screenshot

Make your content web friendly!

Content that is not formatted to be web friendly will disrupt your ability to communicate your message or grow and engage your audience!

Problem	Result
You photo file size is too big and will not load quickly on a page.	A user will leave your page
Your video is not engaging in the first 7 seconds	A user loses interest and clicks on a new page or to a different video
Your tweets are all about you	Twitter follower will not engage with you if you are not engaging with their content
Your blog posts sound like an essay	People may not comment or take the time to start reading your posts
You have no "social sharing" buttons after your blog posts	Your content will not spread like wildfire

Best Practices for Web Friendly Photos

Photos size:
20 to 100 kb
How:
– Set file size settings on your camera to low
– Export your photos from your photo editor at a lower, web-friendly file size

Photo style:
Editorial
Documentary

Photo Quality:
– Crop photos to feature faces and to eliminate background "noise"
– Lighten up dark photos with your photo editor
– Shoot photos that are action oriented, show engaging activities
– Do not use the flash if possible
– Use a high-quality digital camera - SLR is optimal

Best Practices for Web-friendly Video

Video length:
- 30 to 90 seconds for key videos
- Longer (no more than 3 minutes) is acceptable for more informational / educational videos

Video styles:
- editorial
- documentary
- conceptual
- Not commercial

Video Quality:
- Keep the camera still; use a tripod if possible
- Record interviews when background noise is minimal
- Use an external mic when possible
- Use voiceover paired with active or still shots
- Stay away from dim or too bright light
- Edit with a sense of rhythm and movement

Hone your skills….

Let's view the video we created for the JLDC.

Critiquing the example…

Did well
- Followed message
- Varied scenery
- Developed content for general education

Needs improvement
- Tripod for outdoor interviews
- Purchase a video camera with an external mic
- Video is a little long
- More action

Media Distribution and Dialogue

Lead with Strategy

- Reacting on the fly can be harmful to your public image

- A smart strategy will help you create a **positive image** around your organization or business and RESULTS

Strategy Development
Smart Strategy will…

- **Guide** all members of your organization assigned to content creation and discussion

- Help all members of your organization **stay on message**

- Allow you to indentify **key connectors, influencers** and **niche communities**

- Allow you to identify the language and tactics **unique** to these connectors and platforms

- Create a **trusted online voice** and presence

Source: Beth Kanter http://www.bethkanter.org/socialmedia-nonprofits-excel/

How does your content change across platforms?
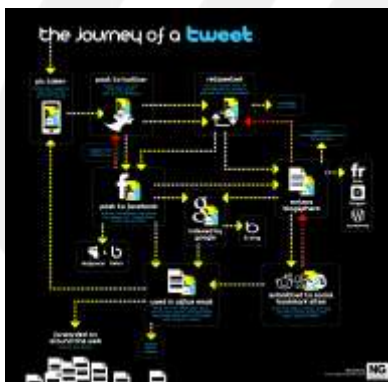
Your content will change based on…

- The call to action
- Size of audience
- Audience demographic
- Platform choice
- Current online community conversations

…but your underlying message will stay the same.

1 message
2 platforms

What happens to your content once it is posted?

Source: http://www.ngonlinenews.com/media/media-news/infographics/journey_of_twitter_post.png

Develop a dialog

Amid all the noise and clamor of the social media space…

… remember that it's all about the
dialogue.

What happens when you engage?

SPECTRUM OF ONLINE FRIENDSHIP

"If content is king, then conversion is queen." – John Munsell, CEO of Bizzuka

Encourage Offline Actions

Digital storytelling can lead to:

- Volunteering
- Donations of time and funding
- Attendance at events
- grassroots community organizing
- Offline advocacy (engaging the call to action)

Questions?

Contact us at anniec@strategies360.com or annieg@strategies360.com